

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. V.

NEW YORK, AUGUST 12, 1891.

NO. 6.

## SUBSTITUTION BY RETAIL DRUGGISTS.

While there has been endless complaint from manufacturing chemists and proprietary medicine men of the losses they suffered through imitations and substitutions by retail druggists, no such practical effort to stop the indefensible and fraudulent practice has ever been instituted by them as is suggested in the address of Mr. A. Frank Richardson, which we print in another column. Mr. Richardson is the advertising representative in New York of a large number of influential out-of-town papers, among whose customers are, of course, very many proprietors. The latter represent a class which has contributed very largely to the prosperity of the newspaper press and has received in return nothing but the space for which it has paid, and not always the circulation it has expected. It is not unfair to ask the press to aid these proprietors in the defense of moral and legal rights, the establishing of which has brought to its coffers vast sums of money. But if the efforts of the newspapers are to be effective in protecting proprietors, they must be supplemented by work which the Proprietary Association should promptly undertake in behalf of its members.—*[From the Oil, Paint and Drug Reporter, Aug. 3d, 1891, one of the most powerful and largest circulating trade papers in the United States.]*

The National Editorial Association, embracing leading representative publications in every State in the Union, recognizing the necessity, propriety, right and justice of protecting the public from the "fraudulent" and "indefensible" practice of the substitute evil, are now denouncing and exposing it in their several papers, and intend to keep it up for the next five,

aye, ten years, if necessary, day in and day out, every day and every week, until it is eradicated. This, too, irrespective of any supplementary work by the advertisers. Every member of the association, and I have spoken personally with perhaps over five hundred editors that were in attendance at the St. Paul Convention, were earnest and enthusiastic in their expression that the press of the country should work as a unit in this matter, and work unceasingly until the day of the *substitute* was at an end. Possessing the willingness, the ability, the power to do so, through their editorial columns, the newspapers represented in the National Editorial Association are now heartily engaged in this good work.

Mr. E. H. Butler, editor and proprietor of the Buffalo *News* and President of the National Editorial Association of New York State, says he will not rest, even if it takes a lifetime, until the substitute evil is throttled and squelched in Western New York. His paper is now doing yeoman service in the good cause, and he is enlisting the aid and support of every journal in the surrounding country. Thus the good work goes on.

It is has been reported that I have been employed by the owners of proprietary articles to expose the substitute evil. I have but one word to say in reply, viz., there is not an advertiser in the United States, or any other country, that knows what I have done and am doing since the adjournment of the convention at St. Paul, except as he gleaned it from the leading newspaper press of the country; nor has any advertiser of any proprietary medicine, or otherwise, ever hinted, suggested, or approached me—by word, letter or telegraph—in any way or manner, relating to this subject.

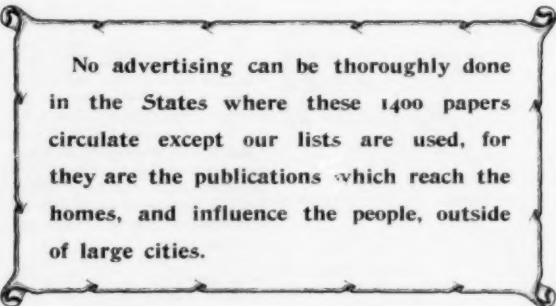
A. FRANK RICHARDSON,  
NEW YORK, Aug. 4th, 1891.

As a Whole  
Or in Sections,

# OUR LISTS

Comprise 1400  
Local Publications.

They are separated into nine divisions, and are so arranged that the New England States, the Middle States or the Southern States can be well covered without being obliged to use a territory not desired.



No advertising can be thoroughly done in the States where these 1400 papers circulate except our lists are used, for they are the publications which reach the homes, and influence the people, outside of large cities.

Just how easily and satisfactorily any considerable section of the territory in which the ATLANTIC COAST LISTS' papers circulate can be well covered may be learned by addressing

**Atlantic Coast Lists,**

134 Leonard St., New York.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. V.

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## RECOLLECTIONS OF E. C. ALLEN.

*By Geo. P. Rowell.*

My first experience with E. C. Allen was in the winter of 1869 or 1870. A letter had come to the office, asking the cost of inserting a specified advertisement in all the best papers then published. The signature was peculiar, and conveyed to me the impression that the writer was an old man.

To give the information called for would involve much labor, and I well knew that the majority of persons who write such letters do not have in mind expending more than a hundred dollars or so. Some information was sent, however, and a plan was marked out for a moderate amount of advertising. Immediately there came back a statement that this was not at all what had been asked for. He wanted all the good papers, and nothing less. Mr. Allen at that time had no rating in the mercantile agencies, and we were in possession of no information about him whatever. The advertisement was for agents, and of a sort for which credit is not usually given. Mr. Allen was therefore informed, by mail, that if he wished to do as extensive advertising as he had stated in his letter, the matter was of sufficient importance for a personal interview, and that if he was actually in earnest and could not come to New York I promised to go and see him, on receipt of an order for the advertising, for which an estimate had already been given, and a check covering the amount as a proof of good faith. The estimate already sent amounted to \$1,800.

By return mail a check came, and that night I started for Augusta, taking the precaution to stop in Boston for the purpose of having the check, which was on a Boston bank, certified before proceeding further. Before reaching Augusta a great snow storm spread over the country, and there was much delay. However, I arrived there

finally, and, having procured breakfast at the hotel, started out to find Mr. Allen's office.

He had a single room in an office block. Several girls were writing at desks, and at a table sat Mr. Allen, who greeted me stiffly, and remonstrated upon the difficulty he had in making me understand that he knew what he wanted, and actually did want what he said. To my surprise I found him not an old man, but a boy of about eighteen. He seemed to fully understand himself, and to be very much in earnest. I saw this at once, and going to the hotel devoted eight solid hours to the preparation of the list of papers and prices which Mr. Allen wanted. His advertisement was small and was to appear but for three months.

The figures, when arrived at, showed that the cost would be \$11,000. That evening the estimate was exhibited to him, and some hours were devoted to its examination. He was informed that in addition to the \$1,800 already paid, he must put up \$3,200 more, and enter into an agreement to send \$500 a week for twelve weeks. This was late at night.

Next morning the contract was further discussed and Mr. Allen went out to have an interview with the cashier of a bank. He returned a few moments later, giving me the required check for \$3,200. I came away from Augusta with the impression that the advertising I was to place would be the financial ruin of this young man. What he had to sell was a recipe for making a washing compound, and he sought agents to sell this recipe; the retail price being one dollar, and he selling to his agent at various prices ranging from fifty cents for a single one down to as low as one hundred dollars for a thousand. The agent in purchasing was assumed to have promised not to divulge the secret, and was allowed generally such territory as he asked for. The notable thing about it

was that the recipe could be printed for a penny a thousand, and the cost of what he sold was therefore literally next to nothing.

One of the most noticeable things in the office at the time of my interview was a corner boarded four or five feet from the floor, and behind this partition were letters that had been opened and attended to the number of tens of thousands. There must have been a hundred bushels of them.

The advertisement was forwarded. It appeared in the papers and the remittances came as promised. It was a circumstance to be remarked that they always came the day before they were due. They were made up of the postal currency then in vogue—five, ten and twenty-five cent pieces, much soiled and torn; but they had been carefully counted and put up in packages, and the New York bank received them on deposit.

The transaction had been closed, and when I thought about it at all it was with a decided impression that it would be the last of this young man. In this I was mistaken, for one day the next autumn he came into my office, having a slightly different advertisement, which he said that he wished to have appear for three months in every paper in the United States, and wanted to know what the cost would be.

I had learned to know the young man by this time, that he might be relied on to be in earnest. He had surely thought over what he proposed and would appreciate promptness. The number of newspapers then published was about 6,000, and I told him off-hand that I would insert his advertisement three months in them all for six dollars apiece. Some would refuse to insert it on account of the vagueness of the wording, but I said that he must pay me ten thousand dollars in hand and send me a thousand dollars a week until I should say that I had received enough.

He accepted the proposition about as promptly as it was made and the order was forwarded. To procure the insertion of that advertisement in the various editions of the *Times*, *Tribune*, *Herald* and some other papers in New York city cost no less than \$500 for each office, and yet the average price of six dollars for each paper really did cover the cost of placing it in all and left a percentage for profit.

The remittances in payment for this contract came with the same precision that distinguished the former order, and at the time of finally adjusting the account it was found that Mr. Allen had overpaid and was entitled to receive back something like a thousand dollars.

Many other transactions were had with him at a later date, and I have often said in speaking of him that never in my experience have I met a business man who was so certain to carry out his plans, and who might be so implicitly relied upon to do exactly what he said he would do, as Mr. E. C. Allen, of Augusta, Maine.

## TWO WAYS OF LOOKING AT IT.

*By J. F. Place.*

If any one doubts that advertising is a peculiar business, and is governed by rules peculiar to itself, let him attempt to apply to it the ordinary rules of the merchant.

It is a common practice for mercantile houses to receive orders for goods and subsequently have them canceled. In some cases the reason may be given that they find they have overstocked, or the goods are not salable; but in most instances they simply don't want them, no explanation or excuse whatever being given.

The uniformly courteous answer usually reads like this: "Your esteemed favor of the 10th inst., canceling balance of order for flat-irons, is received. Your wishes shall have our prompt attention; and awaiting your further commands, we are," etc., etc. Orders are given to manufacturers, jobbing houses and commission merchants for hundreds of thousands of dollars' worth of goods and canceled again at discretion with the utmost indifference. It is an every-day occurrence in the experience of any large mercantile house.

Suppose some large and responsible advertiser has made contracts for one year's advertising in 1,000 or more newspapers. We will say that the price to be paid in each case was such that if any less sum had been offered it would have been refused, showing apparently that it was a matter of indifference to the publisher whether the order had been received. We will say also that he has had no opportunity to sell the same space to any other party.

Now suppose this responsible advertiser, after the advertisement has

run one month of the twelve, should write to every one of the 1,000 newspapers some such letter as this: "We have concluded to cut down our advertising; we ordered too much; therefore please cancel our contract and discontinue our advertisement."

Can any one imagine the tenor of the 1,000 courteous (!) answers this letter would provoke? Some of them if put in type would cause a serious run on punctuation-mark "sorts" of this character — ! \* \* \* ? — ! ! — \* \* \* ! — ! — !

And yet wherein does this letter of the supposititious advertiser differ from that of a merchant who "cancels his order?"

#### THE PRINTER'S OPPORTUNITY.

*By N. Allen Lindsey.*

I have no idea that the new profession of advertisement writing is ever likely to be overcrowded—at the top.

So many qualifications must needs be combined in a single individual that it is almost presumption for a man to deem himself fitted for the work. Originality, literary taste, sound judgment, business experience, knowledge of human nature, knowledge of types and their possibilities—all these are sought for in the advertising expert, and sometimes sought in vain.

Failing to discover such a *rara avis*, I suggest to the merchant that he try his printer.

Long time ago, when I knew less of types and presses than I have learned since, I used to loiter, between whiles, about a certain printing office and treasure up the sayings of the ruler of the roost as if he were another Ben Franklin come to judgment. One rainy day I found the old gentleman all at sixes and sevens over an ill-assorted lot of manuscript, trying to bring order out of the orthographical chaos; lopping off a redundant word here; untwisting a tangled sentence there; recasting the punctuation and reforming the spelling. It was copy for a pamphlet that a customer had left. Surprised, I said: "Why, I had no idea you had to do all that!" "Yes, my lad," he answered, "a printer has to find brains for everybody."

Many a time since, when engaged in just such perplexing and profitless work, have I thought of that remark. It was not precisely true because it is

not "brains" that a printer is called on to supply, but knowledge, skill, expert service; still, as thus defined, the old printer's remark was right. Doubtless the author of that pamphlet had brains enough; what he lacked was knowledge—elementary knowledge if you please—of English composition. The plague of it is that he and others like him always expect a printer to supply their deficiencies without compensation and without thanks. "It's your business!" they say.

But it is not his business, or, granting that, it takes rank as a co-ordinate and wholly distinctive branch of it, and ought to be paid for separately as such. His ability to edit manuscript, write circulars or prepare advertisements for the newspapers has been acquired by years of arduous training, and is just as much a part of his business capital as his paper stock and machinery.

At the risk of going too far afield, and, perhaps, of making an invidious comparison, permit me to observe that the price which doctor, lawyer or sculptor puts upon his work is based not so much upon the actual cost of doing that work as upon its intrinsic worth when done. You pay, too, for the time it took him to learn, and if he have special talent or ability you pay extra for that. But the printer—I mean the average printer in city or country, not the biggest fish in the stream—expects and is expected to make his profit on the merely mechanical part of his labor.

But I am not writing this article to find fault, only to make a suggestion, which is that printers should take advantage of the growing demand for skilled designers and writers of advertisements. I said at the outset that I had no idea there would ever be a surplus of experts of the first rank, but below the topmost eminence there is a broad and fertile elevation.

The progressive business man, his mind harassed by a hundred distractions, no longer writes his own advertisements. He sees what his neighbors are doing. He is conscious that his best efforts fall far below theirs. If his money spent for advertising is to bring an adequate return, he must do as they have done—secure expert advice. If he is not prompt to do this, it is often solely because he does not know where to seek it. True, there are business houses aplenty still blundering on in the old haphazard way,

all unconscious of the changed conditions of trade, but for every one of these I believe there are ten who are ready to welcome skilled assistance and pay handsomely for it. The supply does not keep pace with the demand.

Whence shall the ranks of the advertising experts be recruited? Again I answer: From the printing offices. Reporters, "comps.," solicitors of advertisements, are all in the line of promotion and should qualify for the work by practice, by a careful study of the best models and by a thorough acquaintance with all that has been said or written upon the subject. They should not allow others to crowd them out of so promising a field. It is theirs by right of pre-emption, and such as have the requisite ability should go in now and possess the land.

#### HERE AND THERE.

*By Horace Dumars.*

I have just terminated another tussle with the "intelligent compositor," over the setting of an illustrated leaflet, and after three proofs have been scored my efforts are crowned with partial success—at least to my way of thinking. How difficult it is to get the average compositor to put a job in type as you desire it. The plainer and easier it is for him to follow, the harder he finds it to resist the temptation to change everything and throw in ornaments, curved rules and flip-flaps wherever a little white space is left. Having had many years of experience in job rooms I feel that I can lay copy out just as it should be to suit my particular fancy, but when the first proof comes back I find that my ideas are all wrong and that the compositor who has been told to follow style and copy has endeavored to enlighten me on what attractive composition consists of. Being hard headed, and not caring to surrender ideas over which I have pondered for some time, for those quickly evolved in the brain of the printer to whom my copy has been handed, I bribe the office boy to do justice to my feelings by going out in the hall and making the air blue, while I score the proof and mark out the stuff that has been interpolated to fill up the white space that should have been left for purposes of bringing out display.

In a leaflet, just finished, appear several illustrations which were drawn

by one of the best artists in his line in the country. His work "comes high," but I feel that it must be used to do justice to the subject. That none of the force of the five illustrations should be lost, I purposely arranged that the type matter should be light and without ornament. The lines were drawn out on copy and the size and styles designated and particular stress laid upon the fact that style as well as copy was to be followed. The first proof showed that the copy had fallen into the hands of an industrious compositor, for he could not have found such a variety of ornaments as appeared therein without searching the office over and over. The cuts were there, but so thoroughly snowed under that they had lost all force and were secondary to a lot of old and worn-out job ornaments. The efforts of an artist whose work cost five times that of the compositor was completely buried by the printer, to say nothing of my own ideas, which had been faithfully carried out by the illustrator. The compositor had already delayed the job one day by his efforts to improve upon copy. It was my turn once more, and all the extras that had been stuffed into the job were marked out and instructions given to reduce the bold display in many places. In the second proof the cuts began to appear more prominently and to hold their own with the type matter. Further injunctions to make the job just as originally ordered were successful in bringing back a third proof in which the artist's work had full scope and showed up as my mind had first pictured it. It is doubtful if the compositor's reputation will suffer from having set up a job with plenty of white space in it and but little display; but in bringing him around to that point the job will cost three times as much for composition as would have been the case had the printer been willing to follow instructions that were clearly mapped out in his copy.

As my notions of display do not recognize that large lines wholly constitute this feature, the compositor is often at variance with them. Reasoning that the fellow who got up the copy does not know much about it anyhow, the printer invariably sails in to enlighten me by getting up the job entirely different from the plans furnished him. It matters not that a great deal of time and study has been given to the job

before the copy is submitted to him, and that its style has been carefully studied and harmonized with the cuts, if any are to be used, for the compositor in many instances has a pet style of his own that enters into almost every fancy job he sets, and so he applies them once again to the matter given him to be put into type. It is almost treason to ask the "fancy printer" to depart from his particular style, even if his particular methods do not fit the job in question. If he has a reputation for curving and manipulating rules, every job must have his rule designs, regardless of whether they improve or spoil it, and these same rules and old ornaments must be lugged in even though they mar the clever work of the artist who may have furnished the illustrations. At such a time the blue pencil should be vigorously applied, and if life is worth anything to the chap who thus marks out the "chicken fixings" that have been stuffed in by the compositor, he had better return the proof by the office boy and keep away from the job room for a few days, least the irate printer might do bodily harm in retaliation for his wounded pride. The fury of a woman's scorn and the unpleasantness of the lower regions are but tame in comparison with the compositor who has had his pet rules and ornaments dumped out of a job.

How often we hear of the "rules governing display," and yet I doubt if any two persons can give the same rules, all of which leads me to believe that every person makes his own rules in this particular. There used to be an idea among printers that everything should balance in order to make a good-looking job. The heaviest display line should be above the center and all heavy ones should be followed by lighter lines. In good old days a line of caps should be followed only by one of "lower case," then caps, and so on, and a compositor would almost have lost his position to have violated these rules. There was no individuality in display under such circumstances and about as little art in composition. The best way to display a job is to display it—using any method that will be best suited to that end, regardless of rules. Display, after all, is only for the purpose of attracting attention and creating a good impression, and whatever will best attain this result is the best to use.

In looking over last year's advertising directory published by Sell's Advertising Agency of London, I am struck with the backwardness of "the art preservative" of our English cousins. The book is larger than any published in America and contains many excellent features, but the printing and display presented in its pages are away behind the age from an American standpoint. When contrasted with the American Newspaper Directory I wonder that it is possible for an enterprising agency like that of Sell's not to see the necessity of radically improving it in all features where type and presswork enter. After contracting for space in the forthcoming edition, I decided very promptly to get up an electrotpe and send over, rather than to take chances on the English compositor with his ancient type.

#### FREAKS IN SIGNS.

*By Milton J. Platt.*

When will our sign painters reform? The following specimen of what is still possible, and at the close of the nineteenth century, too, may be seen not a hundred miles—not a hundred yards, in fact—from one end of our great New York-Brooklyn connecting link. This is it:

WALL PAPER

5 and 6 cents a roll.

GUILT

\* 8 cents up.

The guilt of having perpetrated this should surely be ever present with the perpetrator. Admittedly there is nothing absolutely new in the vagaries of punctuation and spelling that issue from the pencils of sign writers; it is only when they out-Herod Herod with such samples of their skill as the above that the observer is brought up with a cold shiver.

Imagine also the following, which was exhibited until very recently, neatly painted and framed, in a highly respectable tonsorial parlor, as the artist of to-day is pleased to dub his barber shop:

MOUSTACHE DYING.

These are some examples of the length to which ignorance in sign painting has been carried. They savor of the ludicrous, if not of the humorous. Possibly some signs have attracted more attention by their peculiar orthography than they would have done by any merit they possessed as samples of the painter's art; but the above illustrations are really too terrible, and the unfortunate part of it is that they crop up not alone in one city or section, but may be expected to intrude themselves upon the unwary observer in almost every place where a weakness for painted advertisements is indulged in. Those are signs that *are* signs of the densest ignorance. What would become of the newspaper or other printer who ventured to turn out his work *à la* the sign painter?

#### VIEWS OF A DELEGATE TO THE ST. PAUL CONVENTION.

The National Editorial Association seemed to have a most ardent desire to constitute itself "guardian in chief" to the advertising agencies. The president, Mr. Stephens, of Missouri, in his annual address started the "grievance mill" a-grinding, and almost every speaker seemed to take his cue therefrom. President Stephens' address, relieved of his animadversions upon advertising agents and their directories, was a most able and entertaining paper. In the light of subsequent proceedings, looking to "working" the press of the United States in the interest of a private business enterprise or advertising agency and newspaper directory publishing company, recommended by President Stephens, and under manipulation of several prominent leaders who seemed to be behind the entire programme of the convention, there was evidently more method than mistake in Mr. Stephens' adverse criticisms of advertising agents.

This scribe has made objectors to advertising agents and their methods a special study. They are generally men who either print long primer papers in nonpareil towns or try to print nonpareil papers in long primer towns, or are individuals who want a nonpareil return on a small pica investment, no matter what kind of paper they print. President Stephens seems to be of the latter class. He almost ignored the executive committee in formulating the programme of the convention

and gave only those who shared his views a chance at the ear of the convention. His journalistic experience having been confined to what may be termed a country weekly, his views of the newspaper business and advertising agents are naturally circumscribed. It is generally just this character of journalists who imagine they know exactly what is necessary to completely revolutionize the newspaper business and cure all the ills it is heir to. They have yet to learn that of all businesses each newspaper must be an independent architect of its own fortunes.

Notwithstanding the adverse views of almost every speaker, a large number of delegates to the convention knew that advertising agents are the best friends of any well conducted newspaper. Their interests are mutual. The agent who knows his business makes a newspaper fifty dollars where the paper pays him a dollar. Men who run papers in haphazard fashion, with advertising rates bunglingly arranged and who do not even insist upon these, cannot expect active co-operation from an agent, and have no right to expect good rates when he patronizes him. Yet, papers which have realized no accurate systems of book-keeping or advertisement-checking, and who consequently force advertising agents to keep books for them, are generally the greatest kickers against the agents.

Granting, however, that a newspaper man has a grievance against advertising agents, the National Press Association is not the place to air it. Such action is an abuse of the courtesies of that body and a wrong to, at least, a large minority of its members who consider advertising agents their best friends. It is to be hoped the executive committee and newly elected officers will guard the next session against any such breach of parliamentary decency.

#### NEWSPAPER DIRECTORIES.

According to a recommendation of President Stephens, a scheme was placed before the convention for the organization of a great stock company to print a newspaper directory and take charge of the newspaper business in the United States generally. The indorsement of the convention was asked. Just why this convention should indorse a business to be started by a few enterprising fellows in search of soft, juicy snaps and not indorse any of the numerous first-class directories al-



ready published, was not stated. The thing was "railroaded through" and declared carried, when it was in fact lost; but it will amount to nothing.—*Dallas (Texas) Farmer.*

#### DECEPTION IN DEALERS.

The attention of the Western press has been given to an abuse in connection with the sale of advertised articles by retail dealers which is not peculiar to that section of the country. There are many standard articles of general consumption, the value of which has been brought before the public by extensive advertising. The names of these articles will readily suggest themselves to the public. Very large sums of money have been spent in this way. The merit of such articles is, of course, to be tested in the end by those who use them, and the proprietors are fully content that this should be the case. The wrong under which they labor is that there is a conspiracy to prevent their being so tested. The dealers in many cases hold them back from the public, and substitute another article, spurious, and often to a great degree valueless, for them.

The operation is in this way: The advertised article is made of valuable material, and it is well adapted to its purpose. It has been proved to answer the ends claimed for it. In short, it has established itself a reputation. This is the fair capital of its owners. The knowledge that it is everything they claim it to be justifies their advertising it. The public are desirous of possessing it. They go to a store to make its purchase. There, under the operation of the fraud we are exposing, they find themselves forestalled. Some other manufacturer, appreciating the favor which merit and advertising in combination have brought for the article, is there to rob its proprietors of the fruits of their legitimate outlay. He has appeared with an imitation. It is not an absolute counterfeit; that the law might reach. But it is got up closely to resemble the genuine product. "How is he to get this substituted?" we may be asked. He does it in collusion with the dealer. Sometimes, indeed, he is the dealer himself. In the first place, he presents an article, which costs nothing like as much as the genuine one. Of course, under these circumstances, he can sell it for considerably less, and at the same time afford a

larger margin of profit. The cupidity of the dealer being thus appealed to, a genuine conspiracy against the real article and the customer is established. The customer asks for the article of reputation which has been advertised. The reply is made to him: "We have not this article, but we have one that is as good, or better, which we will sell you for a lower price. Take this home and try it. We know all about it, and will insure that you will like it."

Now, see the double wrong there is in such a proceeding. It is the advertising and the reputation that have brought the customer. The advantage of these is stolen away from the man who has paid for them, to be used by somebody else. And then, in addition, an inferior article having been palmed upon the customer, he finds it to fall short of his expectation, and is very likely to become disgusted with the whole affair, and to be prejudiced against the really meritorious article.

This practice has gone much further than people suppose. There is but one way to deal with it. It is to refuse to take any but the article advertised. That may, as a rule, be relied upon. It is not worth while to spend the large amount of money required in general advertising upon any except materials of merit; but concoctions designed in fraud have prima facie evidence in themselves that they are inferior or worthless. They ought to be shunned, and the men who undertake to introduce them should be viewed with suspicion.—*Boston Herald.*

#### THE POWER OF THE PRESS.

They used to call her a homely girl,  
And homely she was it is true;  
Her cheeks had no bloom and her hair  
Wouldn't curl,  
And her eyes were a little askew.

But a beautiful woman she longed to be called,  
Just for once—though the girl wasn't vain;  
But it humbled her pride, and her temper it galled  
When people declared she was plain.

And so she eloped with the man she loved best,  
And the papers reported the flight:  
"The beautiful daughter of Alderman West  
Eloped with her lover last night."

There was pride in her eye and a flush on her brow  
As a glance at the item she cast,  
And she said to her husband: "Rejoice with me now,  
I'm a beautiful woman at last."  
—*New York Press.*

## ENGLISH AS SHE IS ADVERTISED.

THE GENERAL DUPLICATOR CO.,  
MANUFACTURERS OF THE "ACME"  
AND "EXCELSIOR" DUPLICATORS,  
NEW YORK, July 16th, 1891.

Editor of PRINTERS' INK:

The enclosed advertisement is clipped from the July number of the *Allgemeine Fabrikanten Zeitung*, Vienna, Austria, just to hand:

## Kitchen furniture

and for the HOUSEHOLD of all species:

To squeeze for lemons; plane for cucumbers; stop-cocks etc. producer cheap,

Wilhelm Bauroth,  
Jilmenau (Germany).

It speaks for itself.

GENERAL DUPLICATOR CO.

## THE "WON'T BE HAPPY TILL HE GETS IT" OF EVERY ENLIGHTENED ADVERTISER.

From the Register and Bulletin.

Printers' ink makes its mark every time, and the unique weekly published in New York, bearing the name of PRINTERS' INK, makes its mark every week as a bright, newsworthy journal for everybody in the newspaper trade, from editor to office boy. All the adjectives in the English language fail to express its wide-awake, up-in-the-morning-early, go-ahead spirit. It fills a niche of its own, and "gets there" every time.

## WANTS.

Advertisements under this head 50 cents a line

**E. L. CLARK**, 12 years editor Kingston Daily Freeman, desires new position. Terms reasonable. Rondout, N. Y.

**WANTED**—A first-class solicitor for job work and advertising. A good all-around man who can localize. Address "T," care PRINTERS' INK.

**CANVASSEERS** wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of PRINTERS' INK, 10 Spruce St., New York.

**WANTED**—A hustler to solicit advertisements for the WHEELMAN'S GAZETTE, Indianapolis, Ind. Splendid chance for right man in Chicago, New York, Boston and large cities.

**AGENTS WANTED** everywhere to introduce Hoffman's Sign Stretcher. Best poster displaying machine out. State, county and city rights for sale. Liberal bonus to agent introducing buyer. Sample stretcher and cover, \$1.50. JABEZ FEAREY & CO., Newark, N. J.

**ART ADVERTISING**.—"IDEAL MASTERPIECES, FROM FAMOUS ART GALLERIES," is the handsomest and most elaborate art advertising specialty issued. Large advertisers, advertising specialists and printers should see it. Newspaper publishers will find it a taking supplement. Send 6 cents in stamps for samples and prices. GRIFFITH, AXTELL & CADY CO., Embosers, Holyoke, Mass.

**EVERY ISSUE OF PRINTERS' INK** is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

**WANTED**—Situation on independent paper. Experience in mechanical and literary departments. Abtainer; conscientious worker. Address "E," 108 N. 6th St., Camden, N. J.

**AN OPPORTUNITY** is here offered to publishers to obtain the services of a thoroughly experienced and competent business man; one able to take the management of the circulation and subscription department of a first-class Daily or Weekly Newspaper or Magazine. Advertiser is a practical newspaper man, familiar with every detail of the business, and fully qualified to assume the entire business management. He is temperate in habits, energetic and honest. If you want such a man, address "O. PORTUNITY," PRINTERS' INK.

## FOR SALE.

Advertisements under this head 50 cents a line

**MINIATURE DYNAMOS** for premiums. EMPIRE PUB. CO., 66 Duane St., N. Y.

**EDITORIALS** written for weekly newspapers by leading journalists. \$3 per column. "O. N. E.," care Rowell & Co.

**FOR SALE**—The house 112 Kosciuszko St., Brooklyn, 15x100. Price, \$4,000. Apply to owner, GEO. P. ROWELL, 10 Spruce St., N. Y.

**FOR SALE**—Web Press, six or seven column, folio or quarto, because of consolidation. Also 30 rolls six-column quarto paper. BEACON Office, Akron, Ohio.

**\$10,000 WILL BUY DAILY**—earning from \$5,000 to \$8,000 per annum in net cash balances. Good reason for selling. S. A. FOSTER, Duluth, Minn.

**PRACTICAL Advertising Manager** can secure controlling or less interest in established Western Agricultural Journal. Address J. C. BUSH, Times Building, New York.

**TO LEASE**, on easy terms, a Daily and Weekly Newspaper in town of 8,000. Do not write if you do not mean business. Address "B," 322 Colorado Ave., Trinidad, Col.

**FOR SALE**—One of the best paying Job Printing Establishments in Connecticut. \$4,000; no other price. Don't apply unless you mean business and can pay \$2,500 down. Address "Z," P. O. Box 672, New York City.

**STEREOTYPE MACHINERY**, for producing news plates in columns, besides a lot of bases and metal. A good chance for any publisher to furnish matter to other newspapers. Will sell cheap for cash, or trade for good real estate. Address M. BUSSICKER, Dayton, O.

**IF YOU WANT TO SELL** your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

**THE NOVELTY OF 1891**—EMBOSSER TRADE CARDS. Entirely new and original. 12 businesses now ready. Bronzed! Illustrated! Chaste! Intensely elegant and specially suited for fastidious trade. Big Button (you press) for printers and specialists. Full line samples, with particulars, for 5 two-cent stamps. GRIFFITH, AXTELL & CADY CO., Embosers, Holyoke, Mass.

## SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

**SPOKANE SPOKESMAN.**

**ALLEN'S LISTS** are strong.

**LEVEY'S INKS** are the best. New York,

**POPULAR EDUCATOR**, Boston, for Teachers.

**AGENTS' HERALD**, Phila., Pa. 15th year. 80,000 monthly.

**THE GRAPHIC**, Chicago, "the great Western illustrated weekly."

**THE GRAPHIC**, Chicago—Most value at least cost to advertisers.

**BRIGHT**, clean and reliable is the **SAN FRANCISCO BULLETIN**.

**40,000** PEOPLE read THE NEW HAVEN NEWS daily.

**A COMPLETE** Family Newspaper. **SAN FRANCISCO CALL**. Estab. 1853.

**AGENTS'** names \$1 to \$10 per 1,000. **AGENTS' HERALD**, Phila., Pa.

**LOUISVILLE COMMERCIAL** pays better than any other Louisville Daily.

**SAN FRANCISCO WEEKLY CALL** and **BULLETIN** cover the Pacific Coast.

**LARGEST** evening circulation in California—**SAN FRANCISCO BULLETIN**.

**GREGORY'S FEATHERED TRIBES**.—Guaranteed circulation, 75,000 copies.

**PROSPEROUS**, intelligent people reached by the **SAN FRANCISCO BULLETIN**.

**MOST** "Wants," most circulation, most adv's. **SAN FRANCISCO CALL** leads.

**THE ADVERTISER'S GUIDE**—Mailed free by **STANLEY DAY**, New Market, N. J.

**HIGH** grade, pure tone, honest circulation. None better. **SAN FRANCISCO CALL**.

**55,063** D.: 57,743 S.; 22,846 W.; circulation **SAN FRANCISCO CALL**.

**ADVERTISING** rates 15c. per inch per day. Circ'n 6,500. **Enterprise**, Brockton, Mass.

**HIGHEST ORDER** Mechanical Engraving. **J. E. Rhodes**, 7 New Chambers St., N. Y.

**HAVE** capital to invest, or will pay hand-somely for a bright idea to make money. **F. H.**, 132 Broadway, New York.

**5** **GOOD CUTS** of anybody you may name, for 2 in. space in your paper. 1 yr. **W. T. FITZGERALD**, Washington, D. C.

**WILL** pay handsomely for an original suggestion in advertising a cure for Rheumatism. **HEGGER**, 132 Broadway, New York.

**TYPE** Measures, nonpareil and agate, by mail to any address on receipt of three 2c. stamps. Address **GEO. P. ROWELL & CO.**, New York.

**100,000** **PHOTOGRAPHS**, of every possible description to suggest ideas for advertisers. **HEGGER**, 132 Broadway, New York.

**COMPTON COUNTY CHRONICLE**, 7,900 readers weekly. Reaches the best class of Canadian readers in the Province of Quebec. Address **Cookshire**, P. Q.

**MEDICAL BRIEF** (St. Louis) has the largest circulation of any medical journal in the world. *Absolute proof of an excess of thirty thousand copies each issue.*

**PAPER DEALERS**.—**M. Planmer & Co.**, 161 William St., N. Y., sell every kind of paper used by printers and publishers, at low-est prices. Full line quality of **PRINTERS' INK**.

**THE PHONOGRAPHIC MAGAZINE** (Monthly), published in Cincinnati, has, according to the American Newspaper Directory for 1891, the largest circulation accorded to any educational paper in Ohio.

**CHRISTIAN ADVOCATE**, New York, is among the 161 newspapers to which the new edition of American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

**A TWO-LINE NOTICE** in **PRINTERS' INK**, under heading of Special Notices, can be inserted every week for a whole year for \$31.30; 3 lines will cost \$46.50; 4 lines, \$52.40; 5 lines, \$58.00; 6 lines, \$63.00; 7 lines, \$69.20; 8 lines, \$74.20.

**THE PRICE** of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: **GEO. P. ROWELL & CO.**, Publishers, No. 10 Spruce St., New York.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: **GEO. P. ROWELL & CO.**, Newspaper Advertising Agents, No. 10 Spruce St., New York.

**DENVER**, Colorado.—**GEO. P. ROWELL & CO.** of New York in their new **BOOK FOR ADVERTISERS** name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the **DENVER REPUBLICAN**.

**CLASS PAPERS**, Trade Papers, Complete C lists of all devoted to any of the various trades, professions, societies, etc., may be found in **GEO. P. ROWELL & CO.**'s "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to **GEO. P. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

**MONEY**?—There are a greater number of insurance, banking and other monied institutions to the square inch in the city of Hartford than in any other city in the world. Financial advertising is a conspicuous feature in the columns of the **TIMES**, the undisputed leading newspaper of Connecticut. Sample copy tells; rates also.

**THE AGE-HERALD**, Birmingham, Ala., the only morning paper printed in the mining region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address **THE AGE-HERALD COMPANY**, Birmingham, Alabama.

**AMERICAN** Newspapers printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in **GEO. P. ROWELL & CO.**'s "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to **GEO. P. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

**THIS PAPER** does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more. Until further notice the following discounts will be allowed for continued advertisements: 1 month, 10 per cent; 3 months, 20 per cent; 6 months, 30 per cent; 1 year, 40 per cent.

**GREGORY'S NATIONAL FEATHERED TRIBES**. The newest and best Poultry, Pigeon and Bird Manual in America, is edited and published by **IRA GREGORY**, "America's acknowledged prince of Fancy Poultry Breeders of the West," at Fifer, McLean Co., Ill., U. S. A. It is published quarterly, on the very best super-sized and calendered tinted book-paper, size 10 by 12 inches, and contains 16 pages; at only 25c. per year, or 5 copies for \$1.25. Sample copy free for 3c. stamp to pay postage. It circulates in every State, Province, City, Town, Village and Hamlet in America. It is the best advertising medium in America. Rates and a guaranteed and proved circulation to **ADVERTISERS** for 2c. stamp.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office : No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$300. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, AUGUST 12, 1891.

THE publisher of a daily and weekly paper in a Southern city writes to us in regard to a matter which interests all newspaper publishers, and, through them, all newspaper advertisers. He is in doubt as to whether it would be good policy for him to make known his actual circulation, and for these reasons :

The city in which his paper is issued has a population of 15,000. Over half of the population, however, is colored and not likely to include many readers of a daily paper. Upon inquiring of a leading local advertiser what he would estimate his city circulation at, the business man so far overshot the mark that the publisher hesitated to make the actual figures known lest he should damage his advertising patronage. The actual circulation of his daily, he informs us, is 700, all paid for. He wants to know if this is not creditable and, under the circumstances, as much as should be expected.

Let us look at the case closely. In a town of 15,000 population where 60 per cent of the inhabitants are not newspaper readers, the publisher's field is naturally restricted to the remaining 6,000. According to the usual method of estimating, this number represents only 1,200 heads of families, five being the average size of a family. If half of the heads of families in the town are readers of his paper, the publisher is certainly doing well, and in the case which has been brought to our notice it is even better than this. It would therefore appear, the facts being as

stated, that our correspondent has quite as large a circulation for his daily paper as could be expected, and even more than an advertiser of wide experience would anticipate. This being the case, what has he to lose by telling the straight out-and-out facts?

As is usual in most localities, the case is complicated by the existence of competitive papers. Our correspondent feels sure that he has twice the circulation of any daily paper issued in the same place; but if he makes a statement of the actual figures, he fears the other publishers will get credit for issuing more. This is the sort of disadvantage which attends the taking of a decided stand upon almost any question. Yet, on the whole, the open, honorable course is likely to prove the most satisfactory in the long run. Let our correspondent reflect upon Charles A. Dana's advice to the editors—"No sailing under false colors"—let him announce just what he has for sale, put a fair price upon it and secure customers upon this straightforward and business-like basis.

Still, it is an undoubted fact that the principal reason why publishers are unwilling to tell their true circulation is because their patrons believe it to be larger than it is, and no benefit seems to accrue from setting these patrons right. And, furthermore, although Mr. Dana used to publish the actual figures of the circulation of the *Sun*, day by day, yet of late years he has refrained from doing so.

THE art of working the big dailies for free advertising has been made the subject of a great deal of ingenuity. Some people will go to no end of trouble to secure a little newspaper notoriety—otherwise known as free advertising—and perhaps spend as much money in accomplishing this end as would have bought the same amount of space if handed in directly over the business counter. In his article on "Vampire Literature," in the *North American Review*, Mr. Anthony Comstock relates a case of this kind. A fashionably-attired young woman called upon him in the hope of getting him to "attack just a little" a book she was going to bring out. This circumstance she thought the newspapers would accept as legitimate news, and in this manner she would receive considerable free advertising which would be worth a good

deal to her in her regular vocation—that of an actress. Theatrical people have a proper appreciation of the value of printers' ink and, were they to turn their efforts into a legitimate channel, they might become a leading and successful class of advertisers.

But the New York Society for the Suppression of Vice is not the only medium for getting free advertising. There are other agencies that are recognized by the initiated. The police courts all over the country, for example, are favorite means to the end. How many of the cases that come up before police justices or in the civil courts would never be heard of, if it were not known that diligent reporters are assigned to cover these special fields and stand ready to write up anything that has the appearance of being sensational or out of the ordinary! The time has passed—if in fact it ever existed—when the free advertising freak could attain his object by direct appeal to the editor or publisher of the big papers. He is constantly being driven to deeper and more difficult games. Diamond robberies and disputes between manager and star are regarded with well-merited suspicion by the news editor. The publisher even fancies that he can see the approach of the time when the individual who wants to see his name and portrait in print will be obliged to pay for the service at so much per agate line.

## THE REVIEWER.

Advertisers, as a class, are not slow to recognize and avail themselves of such good ideas as may be floating around. I have frequently been interested in observing the general adoption of some suggestion which has first seen the light of publicity in the columns of PRINTERS' INK. But it has occurred to me that there are others who do not quite understand how to make use of the pointers which are being thrown out for their benefit. In this connection it will be proper to quote a couple of instances in which large retail advertisers used to good advantage matter which at first sight might seem anything but appropriate to advertisements of clothing and dry goods.

The Milwaukee house of Browning, King & Co., in an advertisement in the local dailies, quotes at considerable length from articles contributed to a

recent issue of PRINTERS' INK by Julian Hawthorne and Joel Benton. In each case the quotation alludes to the ability and care expended upon advertisements by wide-awake business men and the increased confidence which the public feels in these newspaper announcements. Messrs. B., K. & Co. modestly accept these compliments as being directly intended for themselves and add the sly little comment: "What struck us most was the belief that both writers must undoubtedly have had the advertisements of our house in mind when they put their views to paper."

The other advertisement referred to above was put out by D. H. Holmes, of New Orleans. This advertiser has used every argument possible to induce the *Times-Democrat* and *Picayune* to change their policy of charging 25 per cent extra for cuts. Failing in this, an advertisement was inserted in conspicuous position in each of the offending papers, quoting at length from Mr. Dumars' article on the injustice of charging extra for cuts and display. The advertisement concluded as follows: "We request you to see our advertisements, illustrated with cuts, in this day's *States*, *New Delta*, *Bee* and *German Gazette*."

The Marigold Printing Company of Bridgeport invite my attention to a little effort of theirs in the circularizing line. The cover is unique enough to warrant reproduction:

IT	IT
STATS	DON'T
A	EAT
YEAR	AND
AND	IT
BUT	STUB
TALES	UP
EVERY	ALL
DAY	NIGHT.

The mysterious "it"—upon a perusal of the interior of the circular—proves to be a calendar for advertising purposes.

When there are so many captivating young women in the world, one would think that a firm of mince-meat manufacturers of such resources as Messrs. Merrell & Soule would be able to find

**DELICIOUS MINCE PIES**  
EVERY DAY IN THE YEAR.

**NONE SUCH**

CONDENSED

**Mince  
Meat**



**HIGHEST  
AWARD**

received at all Pure  
Food Expositions for  
**Superior Quality,  
Cleanliness,**

and convenience to  
housekeepers.

Each Package contains material for two large pies.  
Grocers often substitute cheap imitations, to make  
a better profit. Refuse such articles and insist on  
having **NONE SUCH** brand—the best.  
**MERRELL & SOULE, SYRACUSE, N.Y.**

a girl to their taste without being obliged to get one second-hand from Mr. Cyrus H. K. Curtis. The amateur cook in the "None Such" advertisement first appeared—pie, knife, apron, bangs and all—in last year's Thanksgiving announcement of the *Ladies' Home Journal*. The cut is certainly appropriate to mince-meat, but its use somehow recalls "Dr." N. C. Fowler's maxim, "Not what I know, but what I know about utilizing what others know."

Every once in awhile I come in contact with an individual who labors under the delusion that people in general read less in summer than in the winter. I don't believe it! If anything, they read more. The wealthy classes who go abroad constitute a very insignificant proportion of the population; and anyway they are not the ones the advertiser looks to for returns. It is in the summer weather that business cares press lightest and women as well as men find time to read and read carefully. It is too hot to read heavy, dry books, so newspapers, light fiction and current literature reign supreme. The summer, furthermore, brings to the front a special class of journalism, and summer-resort papers like the *Richfield News* and *Saratoga*

*News* live and flourish. The metropolitan daily does not relax its efforts, and its special watering-place news sells many copies in places where there is little demand at other seasons of the year.

AN ANONYMOUS LIAR.

"For he felt so full of shame  
He did not dare to tell his name."

**REFUSED TO PAY \$25.**

**Geo. P. Rowell & Company Fail to  
Publish the Statement of  
Circulation.**

If report speaks true, Geo. P. Rowell & Co. do not act up to the agreements they make in their circulars. A certain publisher was informed that Rowell & Company would forfeit \$25 if, after receiving a correct detailed statement of the actual number of copies printed for the full year, such statement was not given credence in their (Rowell's) newspaper directory for 1891. The statement was made according to the requirements of the circular, it is claimed, and was sent to Rowell & Company Dec. 27, in ample time, according to Rowell & Company's own letter, for insertion in the 1891 newspaper directory. This was a complete statement of the year, it is claimed by the publisher, except that the circulations for Dec. 27 and Dec. 30 were estimated, those issues being subsequent to the date of the letter.

The directory failed to contain the circulation statement of the publication, and when Rowell & Company were called on for the forfeiture, \$25, they refused to reply. This publisher says he is prepared to prove everything that he claims, and if this is so it would seem that Rowell & Company have resorted to this trick to obtain statements of circulation from publishers without consideration.—*The Commercial Union, Chicago, July 16th, 1891.*

The publishers of the directory have for some time conspicuously printed the following:

NOTE.—It has sometimes been asserted that statements made in detail and properly signed and dated have not received full credence at the office of the directory. For the purpose of testing the sincerity of such charges the publishers of the directory now offer a reward of \$25 for every case where it can be shown that a publisher sent in a true detailed statement, duly signed and dated, covering a period of three months or more, and the editor of the directory failed to rate his paper in accordance therewith. This offer has been published conspicuously for two years, and the first demand for the reward has not been made.

In making the above offer the publishers of the directory practiced no trick. They are anxious to pay the reward, and for two years have sought an opportunity. It will be observed that what they want is a true, detailed statement, duly signed and dated. They want a statement of actual issues, not estimated issues.

It would appear that the man referred to by the *Commercial Union* was not entitled to the reward, because his

statement was made up partly of what he knew, and partly of what he guessed. For that sort of statement the publishers of the directory are not offering a reward.

#### HOW ADVANCE AGENTS ADVERTISE.

The average advance agent measures his success by the number of times he gets the name of his particular star into the papers. Of course he does not count paid advertisements. It is the free insertion of his star's name that fills his heart with joy. To accomplish his purpose he gives the star's name a temporary value by surrounding it with a pleasing anecdote, or coupling it with that of some distinguished personage. He has an inventive mind, has the advance agent, and the press humors him. But there are a great many anecdotes with which he is as yet unacquainted, and two or three are introduced by the New York *Evening Sun* for his special use and behoof, and for the benefit of the gentle reader who, thus taught, may recognize the advance agent's fine Italian hand when he sees it hereafter.

During the busiest part of the day yesterday, a tall, queenly looking woman entered one of the largest retail stores in this city, and asked the gentlemanly floor-walker to show her to the advertised bargain counter. On reaching it, she surveyed the many pretty trifles spread before her for some time, and finally selected from the mass a dainty pin cushion. The saleslady in charge of the counter, who, all the time, was ignorant of the real personality of the beautiful customer, wrapped up the pin cushion and then asked: "Will you take it with you, or shall we send it?" "I will not trouble you to send it," said the lady, in a low, sweet, thrilling voice: "I will carry it myself."

It is doubtful if any one recognized in this sweet-voiced lady who so kindly showed her independence and dislike to trouble others, no less a celebrity than Marie Wainwright, the great Shakesperian revivalist!

Mrs. Kendal, whose close intimacy with her majesty the queen is well known, relates a charming anecdote of her majesty which gives a delightful glimpse of the inner life at Sandringham and Windsor.

"I was reading to the queen one afternoon," said Mrs. Kendal, "and had just come to a most exciting part of the three-volume novel in which we were interested, when her majesty stopped me with a wave of her hand and said, in a voice choked by laughter: 'The most absurd thing has happened to me. I am sorry to interrupt

you, but I have actually forgotten my handkerchief.' Her lady-in-waiting quickly supplied the missing article of her majesty's toilet, and the reading was resumed. Her majesty and I have often had many a laugh over her absurd mishap."

Those of the theatre-going public who only know Richard Mansfield through his work on the stage as the repellant Mr. Hyde or the Baron Chevrial, would not conceive how wonderfully his whole nature changes when he leaves the boards. An instance of his ready wit and rollicking humor was shown to his friends, the other night, at Delmonico's, where the party were eating supper. One of them had ordered a Welsh rarebit, and, on its not arriving, promptly complained of the delay. "I guess," said Mansfield, as quick as a flash, "that the waiter who went to shoot that rabbit was a bad shot." It is needless to add that the party were convulsed with laughter, and that the victim of Mr. Mansfield's ready wit paid for the champagne.

"Forty years ago," said Wilson Barrett, the other evening, "three little boys advertised a show to be given in the barn belonging to the father of one of them, near Manchester, England. The price of admission was three pins, or six pins for a reserved seat. The play was an adaptation of Julius Caesar, and the parts of Caesar, Mark Antony and Brutus were taken by the three boys, none of whom were over four years of age. A retired actor, then residing in Manchester, came to see the children play, and, after the performance, remarked that he had never seen anything just like it before. He died too soon to see his prophetic words come true, for one of those children was myself, the others were my dear friends, Henry Irving and John Toole. This story, I believe, has never appeared in print in this country, but the facts are well known at home."

#### A QUESTION OF PRONUNCIATION.

What is the correct pronunciation of Pears' (soap)? Is it the same as the possessive of pear, or is it pronounced like pierce or pierze?

INQUIRER.

The American advertising agents for the Messrs. Pears state that the name is pronounced the same as the plural of the fruit, *pears*.



## Correspondence.

ADVERTISING MANAGERS ARE EXPERIENCED MEN AND ARE NOT TO BE DECEIVED.

J. H. ZEILIN & CO.,  
CHEMICAL AND MEDICAL  
PREPARATIONS,  
PHILADELPHIA, Pa., July 31, 1891.

Editor of PRINTERS' INK:

The writer desires to make acknowledgment to Mr. A. Frank Richardson for that part of his address before the National Editorial Association at St. Paul in which he urged upon publishers and advertising agents the value of honesty in the statements of newspaper circulation. It must come to this. So flagrant has been the violation of this principle that statements of circulation are looked upon with suspicion by the large general advertiser.

To the advertiser, known circulation is an important factor; that which is not has no value, and the newspaper publisher or agent who multiplies the actual circulation by five or more places himself in the position of the merchant selling half-cotton goods for all wool. The little fleece will soon rub off and expose the duplicity practiced. The large advertiser, as a rule, will pay for circulation—copies of the paper distributed—but not for the estimated number of readers, on the calculation that every subscriber represents five readers.

The statement "about" so much circulation at once stamps the publisher and agent as one not dealing openly with you, and the result is that the advertiser will remain out of the paper, unwilling to pay more than a fixed price, which he estimates as full value for what circulation may be secured. This, then, makes the advertiser the judge of circulation and places the publisher or agent in a compromising position should he accept the proffered contract.

Let the publisher and agent be honest in this matter of circulation. Give the actual number of copies circulated, based on the number printed in any given three months, and the writer will venture to predict an increase in the amount of advertising done, because of the confidence established between the contracting parties.

But don't think that circulation is the only standard of measurement of the value of a paper as an advertising medium. There are other considerations. And the large general advertiser is not to be deceived. Those intrusted with the conduct of their advertising are usually men of experience, who have either served time in the newspaper office or have had exceptional opportunities to acquaint themselves with the methods and workings of things.

THEO. A. FELSBERG,  
Manager Advertising Department.

NOT A "BUSINESS ERROR."

BROOKLYN, N. Y., July 24, 1891.

Editor of PRINTERS' INK:

In your issue of July 22 I note the following under the head of "The Old Story":

"A story is told of an advertiser who presented himself to the New York *Herald* counter with a three-thousand-dollar roll as an offer for a half-column advertisement with a good-sized cut accompanying it. The 'ad.' was refused."

The above is quoted with approbation by the New York *Herald*. It was a business error to refuse a three-thousand-dollar roll for an illustrated advertisement and then

adopt the system of publishing pages of illustrated reading matter. There ought to be a rate at which an advertiser should have the help of a cut.

My opinion is that the inexorable continuation of this very "error" has been one of the greatest factors in placing the New York *Herald* in the front rank of American newspapers. Business men regard it as one of the best advertising mediums in this country, although no cut ever ornaments (?) its columns. Seekers of news go the *Herald* for several reasons: First, because they can depend upon its being reliable; second, they know that any article of interest which merits it will be illustrated accurately and tastefully by artists of ability, or by photographic reproductions of scenes and faces; third, the reader of the *Herald*, whether he has a daily or Sunday issue, knows that every article of news or of general interest is just that, and not a "blind," with which to run in an "ad." at the bottom. In the words of Mr. Chas. A. Dana, "there is no sailing under false colors." If you want news, you have it, of the best, and alone by itself. If you want advertisements, you know that you will find them distinct and separate, and, moreover, carefully classified and indexed, so that you have got no "wading" to do.

A man of to-day, whether he labors eight hours with his hands, or eighteen hours with his brain, has no time to waste in separating for himself the different courses of his intellectual dinner, if he desires to keep abreast of current events.

I would add, in conclusion, that my views, as expressed above, are those of one who has no "axe to grind" and no favors to ask of the *Herald* or any other paper. I am simply an ardent admirer of what I consider square journalism, and, in this connection, my little friend PRINTERS' INK has my sincere respect.

WILLIS GILBERT.

AMOUNTS TO A GOOD DEAL IN THE AGGREGATE.

MOUNT VERNON, Ohio, July 31, 1891.

Editor of PRINTERS' INK:

I have read Horace Dumars' article, "Here and There," of date June 10, 1891, all of which is sensible and proper. As to exchanges, etc., I want to add that, aside from supplying many offices at no benefit or profit, some publishers provide papers to defunct paper offices for months and years after the newspaper has climbed the golden stairs. Of course these odd exchanges coming in make good reading for the proprietor or whomsoever may be his successor or receiver for winter reading. The mail man, it would appear, seldom scans the newspaper list, usually correct in Rowell's Year Book, and therefore sends out many papers "in exchange" to dormant offices, at a sure loss to the sending office. The New York *World* office mailing man is very clever in this regard, as it appears to exchange with any other paper, no matter what, alive or defunct.

Manufacturers and stationers also send out many pounds of matter to persons out of business for years. Even the postage lost is no small item in total.

WILLIAM A. SILCOTT.

CARRYING A GOOD THING TOO FAR.

From the *Breckton Shoe*.

The advertising cut of W. L. Douglass is used pretty freely to represent prominent men, but when it comes to using it as a portrait of the new Lord Mayor of London, it is carrying it too far—3,000 miles too far.



Criticus—I see Mr. Mansforde advertises that "incessant applause" greets his new play.

Man About Town—Yes, the audience is afraid that if it lets up a bit they'll hear some of the lines.—*New York Telegram*.

The Point of View.—Editor: I think our July number is the finest issue we've ever had.

Publisher—I don't know about that. The Christmas number had a hundred more pages of ads.—*Brooklyn Life*.

A True Friend.—Bronson: Do you ever read your work to any one before you send it out?

Funniman—No, not now. I used to read it all to my friend Banks, but he is dead.

Bronson—Poor fellow! No wonder.—*Life*.

The Age of Condensation.—"Have you seen that volume containing the best fifty books condensed?"

"No. I haven't had time to look it up. I am preparing an edition of the 'Cyclopaedia Britannica,' to be printed on a postal-card."—*Judge*.

First Reporter—How did the *Daily Gether* obtain a report of the Highup-Tiptop wedding? No reporters were admitted.

Second Reporter—They sent a new man there, and he looked so scared that all the attendants mistook him for the groom.—*New York Weekly*.

A Revelation.—Primus: Did you read Moss' open letter in the *Firmament*?

Secundus—I didn't see his signature to anything.

Primus—Oh! he's too modest for that. He always signs his press letters as "Vox Dei."—*Judge*.

Sunbeam, Sellgman, Mo. 11n., 34t., 34 net. Try it

**BEATTY** Organs \$35 up. Catalogue FREE Dan'l F. Beatty, Wash'ton, N. J.

**LETTERS** to let. Good ones. J. H. Goodwin, 1215 B'way, N. Y.

**WOOD ENGRAVING** PETRI & PELS CATALOGUE FREE NEW YORK

**ANDROSTIS SANITARIUM.** SKOWHEGAN, MAINE, will send you the true guide to health and lucrative humane employment. Box X. DR. CONANT.

**\$1.00** Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIAT'N, Columbus, O.

Dodd's Advertising Agency, Boston.  
265 Washington Street.  
**Send for Estimate.**  
RELIABLE DEALING. CAREFUL SERVICE.  
LOW ESTIMATES.

**LAND**

Companies, Boards of Trade, Chambers of Commerce, Commercial Clubs, individuals, who desire to secure immigration, manufacturing, capital, or having land for sale and who may wish to advertise at a moderate cost, in a most profitable section, will do well to correspond with me.

B. L. CRANS, 10 Spruce St., New York.

**\$30.00 Per Day** our agents make taking advertisements from leading firms for our "Guest Call," which is put into hotels FREE. Write for an agency. You don't need experience to make big money working for the RANSOM ELECTRIC GUEST CALL COMPANY, Minneapolis, Minnesota.

## PRESSWORK.

Large Runs Solicited.

Facilities 300 Reams Daily.

GIBB BROS. & MORAN,  
PRINTERS,

45-51 Rose Street, - New York.

COMPOSITION—ELECTROTYPING—BINDING.

An advertisement isn't always as valuable in one paper as in another.

## Same Way With Signs.

Don't employ a man to paint them wherever he can get the privilege free. Spaces that cost nothing are generally worth less. Our locations are all valuable, and our signs pay the advertiser every time.

THE R. J. GUNNING CO.,  
297 Dearborn St., Chicago.

Lawyers Live Well and Have Money.  
**The National Reporter System**

(St. Paul, Minn.) furnishes Lawyers Authorities, so MUST be read.

**\$30,000** each week (magazines). (See Rowell's Directory & preferred lists.)  
The largest Law Circulation in the world.  
Each copy in use 17 weeks (average).  
S. C. WILLIAMS, Mgr., 42 Tribune Bg., N. Y.



## Study Law At Home.

Take a course in the Sprague Correspondence School of Law. Send ten cents (stamps) for particulars to

W. C. Sprague, L.L.B.  
312 Whitney Block,  
Detroit, Mich.

## FRANK LESLIE'S Popular Monthly.

In its 331 volume.

**CIRCULATION, 125,000.**

It has for years proved profitable to the best known advertisers. It will pay you. Try it!

Mrs. FRANK LESLIE, Publisher,  
110 Fifth Ave., New York.

**CANADA.**—If you intend advertising in Canada it will be of interest to know that we handle more business with Canadian newspapers than any other Agency in existence. We control the Canadian advertising of many of the largest and shrewdest advertisers in the world. **Pears' Soap**, for instance. Our efforts are devoted to Canada alone, and an intimate knowledge of the peculiarities of the Canadian press, gained by many years of experience, enables us to render the best possible service. We simply ask you to communicate with us before placing your orders. **A. McKIM & CO., Montreal, Canada.**

**Advertising Illustrations.**

Catchy Designs, Novel Styles, Artistic and Tasty Work, made to special order to suit any business for newspaper, circular, magazine. Send stamp for circular giving full particulars.

H. W. ROGERS, 1266 BROADWAY, N. Y.

**"Bill Nye"**

gives me the exclusive privilege of using his writings for advertising purposes. The idea is novel, and first users will score a splendid hit. For particulars, address

A. L. TEELE,

ADVERTISING SPECIALIST,  
55 West 33rd Street, New York.

WE CONDUCT A **NEWSPAPER**  
**ADVERTISING AGENCY**

WE GIVE TO ALL CUSTOMERS

Judicious  
Selections,  
Experienced  
Assistance,  
Prompt  
Transactions,  
Low Prices.



Conspicuous  
Positions,  
Unbiased  
Opinions,  
And  
Confidential  
Service.

ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND  
ESTIMATES OF COST IN ANY NEWSPAPER  
FURNISHED **FREE** OF CHARGE.

**J. L. STACK & CO.**  
Newspaper Advertising, St. Paul, Minn.

*All things yield to him, 'ere he sits down.*

—Shakespeare.

To avoid such accidents, buy

**F. A. SINCLAIR'S**

common-sense

**Chairs, Settees & Rockers.**

"The common-sense chairs and settees of Mr. Sinclair are not surpassed by any other class of goods, and parties furnishing country houses, and desiring inexpensive, comfortable and durable furniture will do well to write to Mr. F. A. Sinclair, at Mottville, N. Y.—*Scientific American*. SINCLAIR'S useful and substantial home comforts. Fireside Comfort is a very attractive seat for young or old. Try it and be happy. Strong, durable and comfortable. No light, trashy stuff, but good, honest home comforts. Special discount to clergymen. Send stamp for catalogue to F. A. SINCLAIR, Mottville, Onondaga Co., N. Y. Ask your furniture dealer for SINCLAIR'S common-sense chairs. If you can't get them, don't take any other. Do not be deceived by the "Mottville" Chair.

**A Thousand Newspapers a Day**

ARE READ BY

The Press Clipping Bureau, Robert and Linn  
Luce, 108 Milk St., Boston, Mass.

**WHO FOR?**

Business houses, that want earliest news  
of construction;  
Supply houses, that want addresses of  
probable customers;  
Sixty class and trade papers;  
Public men, corporations, professional  
men, who want to get news, see what is said  
of them, or gauge public opinion.



**OVERMAN WHEEL CO., MAKERS,**  
CHICOPEE FALLS, MASS.

BOSTON WASHINGTON DENVER SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,  
Chicago, New York and Philadelphia.

**"Preferred ▲ Canadian ▲ Papers"**

Give their advertisers each week a total circulation in Canada of

**One Million** **Two Hundred and**  
**Thirty-six Thousand.**

This ought to "Cover Canada Completely from Coast to Coast," and it does. Give Canada a generous share of your advertising appropriation this season, and let me give you an estimate. Lists, sample copies and rates from

**ROY V. SOMERVILLE,**

105 Times Building, New York.

Special Agent for U. S. Advertising.

# You Can't Find It

in the Special Lists, or Star Lists, or other combinations sent out by agencies that claim to have special rates.

**Why?** Because no one has a special rate in it. For this very reason, and because they can get larger commissions from them, some agents will try to substitute other papers for it.

**What?** The paper that has a larger subscription-list than any other weekly agricultural paper—the only one that Rowell's Directory, 1891, rates at 50,000. It is published in Pittsburgh. It is **THE NATIONAL STOCKMAN AND FARMER.**

## The Verdict Maintained!

### AN EXPERIMENT FOR FUN

Proves to the advertiser that Allen's Lists can be depended upon for the strong and substantial results, at all seasons, that has always characterized this broad and far-reaching circulation. **THUS THEY JOIN THE TRIUMPHANT TWO HUNDRED OF AMERICA'S SHREWDEST AND MOST SUCCESSFUL GENERAL ADVERTISERS, WHO CONSTANTLY REMAIN IN ALLEN'S LISTS ON ANNUAL CONTRACT.**

OFFICE OF ETHUSCAN ART COMPANY  
(Established 1886), DE BRACKSON, Manager,  
23 TEMPLE PLACE,  
BOSTON, Mass., July 8th, 1891.

E. C. ALLEN, Augusta, Me.:

Dear Sir: \* \* \* "Also permit us to say that for the past five years we have advertised our 'Etruscan Art' work considerably; but not until last May did we try our luck with you. In that month we ventured a small ad. for fun; but can assure you that we have not had much time for laughter, for it seemed as though the people of every State in the Union had conspired to flood us with letters of inquiry; and we soon found that our fun had to be spelt with a d (making it fund) to fairly represent the twist your papers had given to the word in our favor.

"Yesterday we shipped goods to California and Texas to patrons of your publications, and to-day, six weeks after the date of issue, we were more than surprised to receive orders from the Sandwich Islands, from readers of your papers. Also, which makes us ready to exclaim: 'What part of the world is there not visited by some of your periodicals!' Your lists have paid us more than well, and you may count on our patronage as long as we remain in business. Yours respectfully,  
(G. F.) "ETHUSCAN ART CO."

Forms close the 15th of each month, prior to the date of the Periodicals.

E. C. ALLEN, Proprietor of Allen's Lists,  
AUGUSTA, MAINE.

## AN INCREASE

IN

## SUMMER CIRCULATION

is something few papers experience. Such, however, is the experience, this summer, of

## THE NEW YORK LEDGER.

The increase is due to a judicious selection of summer reading, comprised of sketches and stories of the popular resorts at the seashore, the country and the mountains. JOHN HABBERTON'S serial, "THE CHAUTAUQUANS," by interesting the gigantic Chautauqua Literary and Scientific Circle, has alone brought nearly 40,000 new readers to the *Ledger*.

**SEND IN YOUR COPY AT ONCE.**

## TESTIMONIAL.

GEORGE F. DARROW,  
Publisher of the OGDENSBURG ADVANCE,  
Almanac & Pamphlet Printer,  
No. 30 & 32 Isabella St.,  
OGDENSBURG, N. Y., Aug. 1st, 1891.  
*W. D. Wilson Printing Ink Co. (Ltd),  
140 William St., New York:*

GENTLEMEN—Please send me another barrel of Perfecting Press Ink. The last barrel was very satisfactory, and if you make this the same, it will be all right. Also send 100 lbs. of 25-cent Book Ink. Please ship at once. Very truly,  
G. F. DARROW.

The above testimonial is only one of the many which we are constantly receiving from our customers.

We do our utmost to deserve and retain the patronage of those who buy from us.

All we ask is one trial.  
Specimen Book and Price List mailed on application.

**W. D. WILSON  
Printing Ink Co.**

(Limited),

140 William St., N. Y.

## DO YOU WATCH



## THE BUSINESS END ?

If so, it will interest you to learn that we furnish anything and everything in the way of

## CUTS, IDEAS AND WRITTEN ADS.

For Newspaper Advertising. For particulars write, stating your business, to

**THE ART LEAGUE,**  
133 World Building, New York.

**41,588,584**

## Circulation

In six months, July 1st to Dec. 31st, 1890, was given by our agency to the  $\frac{3}{8}$ -inch advertisements of

Scott's Emulsion  
of Cod Liver Oil

In Home Print country weeklies.

We believe an investigation would satisfy many advertisers that they could use the Home Print weeklies to advantage.

**Our Catalogue** of this class of papers, Second Edition for 1891, will be sent to any advertiser on application, and our method of work fully explained.

**NELSON CHESMAN & CO.**

ESTABLISHED 1874—INCORPORATED 1888

Newspaper Advertising Agents

BUSINESS OFFICE, 1127 PINE ST., ST. LOUIS.  
S. W. BRANCH, Home Insurance Bldg., CHICAGO.  
EASTERN BRANCH, 54 Beekman St., NEW YORK.

## Do not Delay

the completion of a plan for your

## Fall Advertising,

and in order to secure the best possible results from money so invested, your first step should be to procure my Catalogue of

STATE  
COMBINATIONS

If contract is **One-half**  
made for entire **publishers' rates**  
Combination for **are**  
any State, **guaranteed.**

Prices quoted on one paper or one thousand. I possess special facilities for the rapid and careful execution of all orders.

An opportunity to give details is solicited.

ADDRESS

**S. E. LEITH,**  
10 Spruce Street, New York.



## Many Advertisers

were dismayed, last season, to learn that they had delayed making a yearly contract with "Comfort" just a week or a day too long to get in at the old rate.

As a further advance in rates soon takes place, it would be policy for all to accept our present very low terms.

Remember, "If you put it in Comfort it pays."

Space at the Agencies, or of THE GANNETT & MORSE CONCERN, Augusta, Maine.

New York Office, 23 Park Row, W. T. PERKINS, Manager.

PROVED  
CIRCULATION  
(TRACED MARK)

# 300,000 COPIES WEEKLY.

HOBB'S MEDICINE CO., SOLE PROPRIETORS OF

DR. HOBB'S CELEBRATED REMEDIES,

EASTERN DISTRIBUTING OFFICE, COR. DEARBORN AND HARRISON STS.,

CHICAGO, Ill., U. S. A., Aug. 1, 1891.

W. D. BOYCE, Esq., Publisher *Saturday Blade*, Chicago:

Dear Sir—If you have no objections we would be pleased to be numbered among those whose experience in advertising in the *Saturday Blade* has been so similar to ours, viz., that it has proved to be absolutely the **best advertising medium I have ever patronized.**

Can I say more than that it has brought better and greater results than any other newspaper in which I have advertised for years?

Very truly yours, H. C. WILKINSON, Pres't Hobb's Medicine Co.

## THE SATURDAY BLADE.

### SUBSTITUTION.

There is no doubt but what the leading general advertisers of this country are heavy losers from "Substitution" every year, as we have repeatedly for a long time pointed out. While the general public are left unprotected by substitution, still the general advertiser catches it both ways, "a-going and a-coming," on account of the *substitution* by individual and special representatives, as well as publishers of fraudulent circulation quotations, instead of the genuine. Why don't the advertisers ask for proof of the genuineness of the goods (circulation) offered, and not buy the substitute? Buy **PROVED** circulation.

## THE CHICAGO LEDGER.

FROM THE EXECUTIVE COMMITTEE, NEWSDEALERS' AND

BOOKSELLERS' NATIONAL ASSOCIATION,

ALBANY, N. Y., June 12, 1891.

TO THE TRADE: We take great pleasure in recommending the *Chicago Ledger* as worthy of your best efforts. It is a paper of unequalled merit and supplied to the trade on liberal conditions. Dealers who fail to send for sample copies lose an excellent opportunity of building up a profitable business.

Yours truly,

EXECUTIVE COMMITTEE.

### ≡ ADVERTISING RATES. ≡

THE SATURDAY BLADE, per line,	-	-	\$1.00
THE CHICAGO LEDGER, " " "	-	-	50
The BLADE and LEDGER Combined, per line,	-	-	1.25

Apply to Advertising Agencies, or the Publisher,

W. D. BOYCE, Chicago.



### Looking Over

your advertising accounts you should be particular to see that you have not overlooked having a contract with one of the very best papers in the State of Pennsylvania—one that has fought itself to the front and LEADS, despite the efforts of its older competitors. You are undoubtedly acquainted with the paper—the **PITTSBURG PRESS**. It prints more small ads.—“Wants,” “To Let,” “For Sale,” etc.—than any other paper in Pittsburgh—a fact that shows its local popularity.

### Looking Through

the list of papers you intend to employ this Fall, if the PRESS is not on it, *place it there and watch the results*. Look at its circulation—other men are doing so. Look at our books—they will prove it. An advertisement will prove it to you—that it pays. Last and final look—look for an increase of business.

**THE SUNDAY PRESS**—as yet an infant—16,024.

### Bear in Mind

that Pittsburgh is one of the greatest iron industrial cities in the world, and that THE PRESS is read not only by the red-shirted artificer, the manufacturer, the merchant, the banker, but may be found in the aristocratic boudoir, and in the hands of the red-headed kitchen girl. Through its columns you reach the masses.

S. C. BECKWITH,

509 THE ROOKERY,  
CHICAGO.

SOLE AGENT  
FOREIGN ADVERTISING,

48 TRIBUNE BUILDING  
NEW YORK.

# A Plan of Advertising

## AND AN ESTIMATE OF THE COST.

For many years our office has been the source from which has emanated most of the information about newspaper circulations and values.

We are acquainted with the newspapers of the country, their character, circulation, influence and rates of charge.

The paper that is best for one purpose is often without much value for an advertisement of a different character. It is easy to see, therefore, how important it is that a right selection of papers be made for every expenditure in advertising.

When a man proposes to advertise he should first of all consider well the form of his advertisement as well as the territory where it should be placed and the cost. It is sometimes the practice to prepare and adopt a plan in very much the same way as would be done were a house to be built.

We undertake to prepare advertisements to be used, as well as plans and estimates for the guidance of an advertiser, and when we do this we make a suitable charge for the service.

For regular patrons of our office, we do not always exact payment for the preparation of estimates; but from occasional applicants it is found to be necessary in order to make certain that every estimate is made with due care, and that time is not wasted in preparing them for persons who apply without the intention of placing business through us, but only because they desire the information for their own benefit. Such persons are often willing to pay for the service, and it is proper that they should.

If we devote time to the preparation of an advertisement and indicate the papers in which it ought to appear, without at all knowing whether any profitable business is to result, we must, of course, be paid for the work we do; but the advertiser who authorizes us to place a line of advertising in accordance with instructions given and within limits and specifications stated by him, avoids incurring any charge for an estimate, which, after all, often does more harm than good, and never results in reducing the cost.

Experienced advertisers generally specify the field to be covered and the amount of money to be expended, and authorize us to go ahead and procure the best service obtainable within the prescribed limits, without asking in advance for any detailed particulars of exactly what is to be done. When this course is pursued the cost of a plan is avoided.

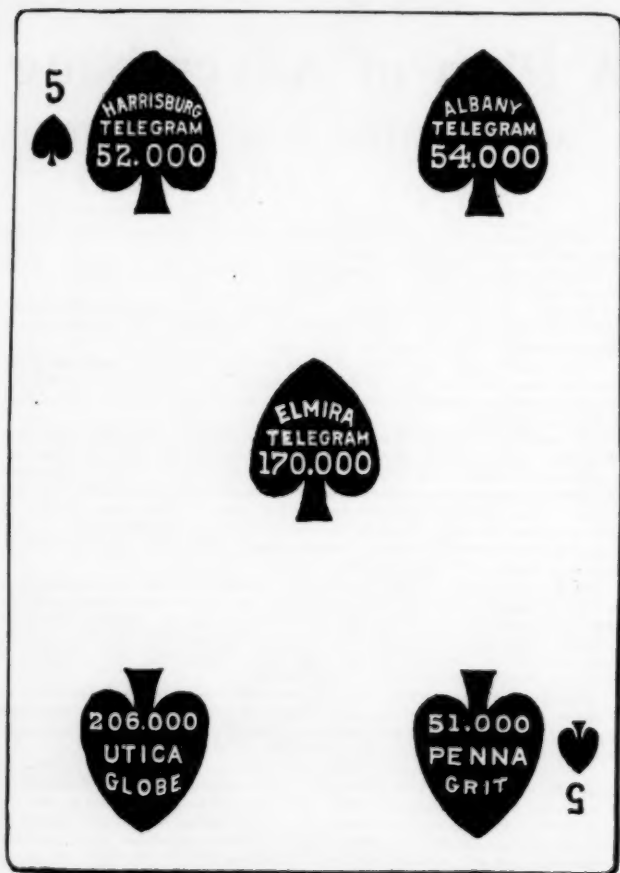
The advertiser who knows exactly what papers he will use, who has his advertisement all prepared, is satisfied with it, and intends getting estimates from a whole lot of advertising agencies, and giving the order to the lowest bidder, is not in need of our services. We pay more attention to doing good work than we do to underbidding publishers or competitors, and have long since abandoned the effort to place advertisements at lower prices than other people can. Still, any advertiser who wants an estimate from us can have it by paying for it.

It often happens that a very small expenditure in advertising is contemplated by a person who has no clear idea as to what publications should be taken or of the cost. Such a person always does well to send a copy of the advertisement to us (or furnish us with such information as will enable us to prepare it in proper form in our own office), together with a check for the amount to which it has been determined to limit the expenditure, and leave the selection of papers and the number of insertions in each paper to be determined by our experience and judgment. In that way he gets best service for the money, incurs no cost for an estimate, the work is properly done, and no time is lost in correspondence.

**GEO. P. ROWELL & CO.,**

**Newspaper Advertising Bureau,**

**10 Spruce St., New York.**



Call a spade a spade, and call the above combination of five papers a good medium for reaching over a half million people. This is a "sure card" to win results. Have paid others and will pay you. Make your money earn money. "A drop of ink makes millions think."

Combined Circulation about 500,000!

A. FRANK RICHARDSON,  
13, 14 & 15 Tribune Building, New York.  
317 Chamber of Commerce, Chicago.